



# UPDATE

Montana Department of Commerce

## Celebrating the Montana Experience! 2005 Governor's Conference

Montana's Tourism and Recreation Partnership will be Celebrating the Montana Experience at the 2005 Montana Governor's Conference on Tourism and Recreation March 21-22 at Helena's Red Lion Colonial Hotel. The conference agenda, registration form, host city information, exhibitor and sponsor opportunities and other useful bits of information are available on the conference website: [www.travelmontana.state.mt.us/conference/](http://www.travelmontana.state.mt.us/conference/).

Here are some highlights of what will be presented:

- New Research: Montana's Image among the nation's travelers; response to Montana's marketing efforts
- Effective Web Marketing Strategies Community Partnerships Providing Great Vacations
- New Montana Tourism Products: Scenic-Historic Byway Program, Montana Dinosaur Trail, Montana Birding Trail
- Nuts & Bolts of Succeeding with the RV Market
- Publicity Bootcamp
- Montana's 2005 National Lewis & Clark Events
- Montana Governor Brian Schweitzer as keynote speaker

The Helena CVB is developing four field trips as part of the educational sessions. The field trips focus on Arts & Culture in Helena; Downtown Helena walking tour; the Last Chance Tour Train Capitol City Tour; and guided tours of the State Capitol Building and Montana Historical Society.

To register for the conference, contact RMS Management Services, Helena, MT,

406-443-1160, fax 406-443-4614, or [skopec@rmsmanagement.com](mailto:skopec@rmsmanagement.com).

For information about sponsor and exhibitor opportunities, contact Sarah Lawlor, 406-841-2896, fax 406-841-2871, or [sarah@visitmt.com](mailto:sarah@visitmt.com).

## Recap of Research Results for 2003

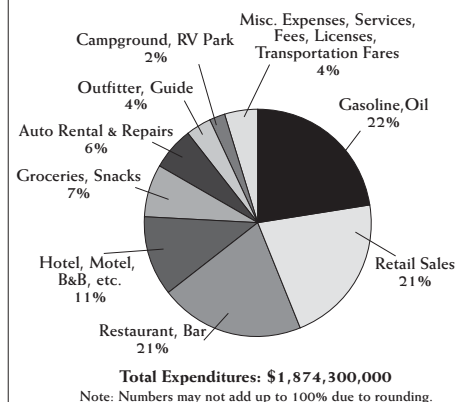
In 1987, Montana's legislature recognized the importance of tourism to Montana's future economy. During that session, the legislature created a 4% Lodging Facility Use Tax, commonly referred to today as the "bed tax." In 1988, when the bed tax was first collected, \$5 million was generated. In 2005, that figure will be over \$12.9 million, representing an increase of more than 100%. Programs supported by the bed tax, include national and international tourism marketing efforts, the Montana Film Office, grant programs and statewide tourism-related infrastructure. In fact, over 20% of the bed tax currently supports items such as the historic preservation funds for Virginia City/Nevada City, maintenance of state parks, funding for the Lewis and Clark bicentennial program and historic signage.

The economic impact that nonresident tourists spent in Montana as a result of efforts based from the "bed tax" is felt statewide. According to the Institute for Tourism and Recreation Research (ITRR) at the University of Montana, in 2003, nonresident visitors spent \$1.87 billion which supported nearly 37,000 jobs and resulted in \$739 million in total personal income for Montana residents.

It's also interesting to note why people come to Montana. Of the 9.67 million out-of-state travelers who visited in 2003, 44% came for vacation, 26% were traveling through Montana, 15% visited family

and friends, 8% were here primarily for business reasons, 2% came for shopping and 5% for other reasons. The ITRR also reported that while visiting, the top six activities were shopping, wildlife watching, day hiking, camping, visiting historical sites and picnicking. Further details on nonresident visitation are on the ITRR website, [www.itrr.umt.edu/](http://www.itrr.umt.edu/).

## 2003 Montana Nonresident Expenditures



## NTA Report

The National Tour Association introduced its new branding to the membership at its Annual Convention held November 12-16 in Toronto, Canada. The brand included a name change to CrossSphere—the global association for packaged travel. CrossSphere is an international community of nearly 4,000 travel professionals interested in the packaged industry. Promoting partnering and networking among its members, the association brings together those who package travel with suppliers and destinations who represent the various components of a trip. Marlee Iverson and Donnie Sexton attended the event and met with 62 group tour operators on an appointment basis to promote Montana's sites, attractions and services.

This year's Montana Night was held at the Steam Whistle Brewery. In cooperation with the Montana Promotion Division (MPD), more than 23 Montana tourism service suppliers hosted 35 tour operators at the educational/dinner event.

Leads from CrossSphere will be posted at [www.travelmontana.state.mt.us](http://www.travelmontana.state.mt.us) under Group Travel. If you don't already have your password to gain access to the leads, please contact Marlee Iverson, 406-841-2895 or [marlee@visitmt.com](mailto:marlee@visitmt.com).

## Bon Appetit!

Roasted Heirloom Beet Terrine and Morel & Wild Mushroom-Stuffed Flat Iron...is your mouth watering yet? If so, enjoy these award-winning recipes online by exploring the Features & Extras option at [www.visitmt.com](http://www.visitmt.com).

MPD, in cooperation with the Montana Department of Agriculture (DOA), is providing 12 original recipes from the nine Montana chefs who participated in the first annual Montana Chef Competition for the Culinary Excellence Award in June. DOA sponsored the event, while MPD provided assistance with the promotion of the event and its participants. The event included an expo showcase of Montana products, as well as educational sessions with local and nationally known chefs and industry leaders.

The purpose of the event was to encourage Montana chefs to incorporate more locally produced foods into their menus. A second event is planned for June 5-6, 2005. For more information, contact Angelyn DeYoung, DOA marketing officer, at 406-444-2402 or [agr@state.mt.us](mailto:agr@state.mt.us).

## Scenic-Historic Byways Program Moves Forward

The Montana Department of Transportation's (MDT) Scenic-Historic Byways Program is a step closer to implementation. The MDT held a formal rules hearing on the program in Helena at the end of November 2004. After reviewing the public input provided and making any necessary adjustments, MDT expects to begin implementing the program in 2005. The proposed program rules are available at [www.travelmontana.state.mt.us/shb/](http://www.travelmontana.state.mt.us/shb/).

The Montana Commerce Department's Tourism Advisory Council (TAC) assisted the Montana Transportation Commission and the MDT in the development of draft rules for the Scenic-Historic Byways Program.

## 2004 Film Rendezvous Deemed a Success

The 2004 Film Rendezvous "Building a Montana Film Industry", held November 4-6, in Livingston, MT, was a powerful 4-day seminar that focused on the role of film production in Montana's economy. The highlight of the event was the Saturday panel that focused on the economic incentives that many states, including Louisiana and Mississippi, offer to the film industry. Participants on the panel included Mark Smith, the Director of the Governor's Office of Film and Television Development in Louisiana; Ward Emling, the Director of the Mississippi Film Office; Sean Becker, Research Director for ArtsMarket Inc.; and Sten Iversen, Manager of the Montana Film

Office. The panel also focused on an economic impact study completed by ArtsMarket for the Montana Film Office. The study showed the impact of the film industry on Montana's economy and looked at how Montana can compete in the increasingly competitive market for on-location filmmaking.

## Just in Time for Christmas

The new interactive media press kit CD-Rom, two years in the making, is finally available for distribution. The interactive CD touches on everything that the media and other entities would want to know on what Montana has to offer, as well as a brief history of the state. A separate photography CD is also available for media use. The CD is designed to link back to [www.visitmt.com](http://www.visitmt.com) for detailed information on attractions, activities, events and Montana's state and national parks, along with a special Lewis and Clark section. The publicity office of the MPD developed the content, while Earthtalk Studios, in Bozeman, MT, designed and executed the CD-Roms.

*Alternative accessible formats of this document will be provided to disabled persons on request.*

## Calendar of Events

### January

- 1 Happy New Year from Travel Montana
- 14 Special Event Grants Program Deadline
- 20-23 Sundance Film Festival, Park City, UT

*For all of the latest Montana tourism industry information log on to:*  
**[travelmontana.state.mt.us](http://travelmontana.state.mt.us)**



**Travel Montana • Montana Film Office**  
**Montana Department of Commerce**

301 S. Park  
PO Box 200533  
Helena, MT 59620-0533

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